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Spotlight ON FOREIGN MARKETING

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TO FAS MARKET DEVELOPMENT COOPERATORS AND AGRICULTURAL ATTACHES

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FAS-COOPERATOR LUNCHEON

Louis G. Guadagnoli of the Export-Import Bank was the speaker at the April 20 FAS-Cooperator luncheon in Washington.

Mr. Guadagnoli spoke of the work of Ex-Im and how agricultural exporters might benefit and possibly increase export sales through credit and political risk insurance provided by the Foreign Credit Insurance Association. Most agricultural commodities qualify for the medium term (one year) insurance. The premium is based on the credit or political risk involved. The insurance for agricultural commodities is equal to 95 percent of the invoice value. Exporters apply for this insurance through their bank or directly to the Foreign Credit Insurance Association, 250 Broadway, New York, N.Y. 10007.

UPPER MIDWEST CONFERENCE EXPLORING EXPORT EXPANSION

The Department of Agriculture and the University of Minnesota, in cooperation with the Minnesota World Trade Association, will sponsor an Upper Midwest Conference on Agricultural Export Trade in Minneapolis May 18 and 19.

CURRENT SERIAL RECORDS



Rice Council representatives at the FAS Administrative Workshop in Zurich. (Left to Right) First Row: Miss Ann Smith, United Kingdom; Mrs. Mary Ellen Ciselet, Belgium; Miss Astrid Limberger, West Germany; Mrs. Janette Louw, South Africa. Second Row: Bob Bieber, FAS; John R. Farris, Director, Foreign Market Development; and Paul Ita, Director of Marketing.

Five states will participate—Minnesota, North and South Dakota, Iowa and Wisconsin. Sessions will feature exploration of ways whereby Upper Midwest agriculture can further expand its overseas markets.

Secretary of Agriculture, Orville L. Freeman, Governor Karl F. Rolvaag of Minnesota, Governor Harold Hughes of Iowa, and President O. Meredith Wilson of the University of Minnesota will be among the speakers.

University of Minnesota participants include Willard Cochrane, Dean of International Programs and Sherwood O. Berg, Dean, Institute of Agriculture.

USDA participants also include Dorothy H. Jacobson, Assistant Secretary for International Affairs; Nathan M. Koffsky, Director, Agricultural Economics, and C. R. Eskildsen, Associate Administrator, Foreign Agricultural Service.

Business, industry, and State government participants include Robert Bunker, President, Minnesota World Trade Association; Burton M. Joseph, President, I.S. Joseph Co., Inc.; W. R. Pearce, Vice President, Cargill, Inc.; Atherton Bean, Chairman of Board, International Milling Company; John Carroll, President, American Hoist and Derrick Company; Robert F. Gray, Chairman of Board, Hormel and Company; Earl B. Olson, Farmers Produce Co.; Hugh Galusha, President, Federal Reserve Bank of Minneapolis; John Chrystal, Iowa Superintendent of Banking, and Russell G. Schwandt, Commissioner, Minnesota Department of Agriculture.

AIR-SHIPPED U.S. PRODUCE FEATURED IN ROKA EXHIBIT

Air-shipped fresh fruits and vegetables from the United States were the hit of the U.S. Food Exhibit which opened April 25 in Utrecht, Holland, as part of the ROKA '66 International Food Fair. The Fair, designed for the food trade only, attracted some 40,000 buyers from Holland and neighboring North European countries during its five-day run.

The Dutch were impressed by the

display of 29 fruits and vegetables from the most distant points in America—Florida, California, and Hawaii. The fresh produce reached Holland 12 hours after leaving America's West Coast.

The U.S. exhibit, sponsored by the Department of Agriculture, featured six commodities getting special promotion for export purposes in North Europe. These included rice, raisins, cranberries, poultry and Florida citrus juice, in addition to the fresh fruits and vegetables. In addition, 57 commercial stands displayed hundreds of American grocery products sponsored by the Grocery Manufacturers of America. These mostly featured prepared foods—both frozen and canned and gourmet items such as sauces and spices.

AUTOMATIC DATA-PROCESSING

FAS is currently studying the feasibility of automatic data-processing of cooperator expenditures. The proposed system would utilize a new model 360/30 computer recently obtained by the USDA Statistical Reporting Service.

During the past several months, FAS personnel familiar with program operations have been working with computer technicians of SRS to produce a highly professional and meaningful financial report. The first in a series of six initial reports is due shortly, having been delayed by technical problems involving equipment and installation.

The experiment is expected to provide improved statistics on program operations and will enable FAS to report much quicker than formerly on cooperator expenditures and activities.



Departure of the Italian journalists for the U.S. (Left to Right) Dr. Fedele, "24 Ore"; Dr. Reggiani, "Osservatore Romano"; Jim Freckmann, Assistant Agricultural Attache; Dr. Bencivenga, Italian Radio News; Alberto Cacciaguerra, Office of Agricultural Attache and interpreter for the group; Bob Tetro, Agricultural Attache; Dr. Riena, "Avanti"; Dr. Pasquarelli, "Il Popolo"; and Dr. Dominione, "Corriere della Sera."

ITALIAN JOURNALISTS VISITING U.S. AGRICULTURE

Six Italian journalists connected with leading agricultural and economic publications in Italy arrived in Washington April 26 for briefings on U.S. agricultural policies and a three-week tour of American agriculture.

The team members are seeing American agriculture from average farm family homes through all the steps of production, processing and marketing of a wide range of agricultural products, and are talking with

farmers and officials of research, extension, marketing and other institutions.

The tour is being sponsored by FAS to enable the visitors to get factual information for articles and talks which will help assure better understanding in Italy of U.S. agriculture and its interests. Cooperator groups in Virginia, Iowa, California and Texas are cooperating in the project.

The team members are: Dr. Roberto Bencivenga, chief editor of the fortnightly magazine "Gioventù dei Campi" and Vice Secretary of the Italian Agricultural Press Association; Dr. Vit-

torio Fedele, Editor of the economic daily "IL SOLE" - "24 ORE" and Secretary General of the Italian Agricultural Press Association; Dr. Carlo Dominione, Editor for "IL Corriere della Sera" of articles concerning agricultural, technical and economic problems; Ferruccio Reggiani, Official of the Ministry of Agriculture and Forests and Chief of the Press Office of the Superior Council of Agriculture; Dr. Adriano Paolo Reina, Agricultural Editor of "AVANTI" and editor of the TV information service; and Gianni Pasquarelli, economic editor of daily "Il Popolo".

The visitors are accompanied by Alberto Cacciaguerra of the Agricultural Attache's staff in Rome, as interpreter, and by Duncan Wall of USDA as tour conductor.

ADVERTISING IN EUROPE

Last year, according to C. Laury Botthof writing in the April, 1966 issue of the Journal of Marketing, about 2,000 American firms spent well over \$2.5 billion in advertising in the EEC, which represented over half the total spent in advertising in these countries.

Botthof emphasizes that the advertising campaigns to promote American products must be geared to the local customs, regulations, and cultures within each of the six Common Market countries. Techniques and approaches which work well in the U.S. very often simply will not sell in Europe. Generally Americans have found it advantageous to employ local "know-how" to be sure that their advertising is properly oriented to the particular country.

He goes on to describe the problems and opportunities in each of the six countries.

A similar article in the March 1966 issue of Advertising Age, "Agency Man Faces Frustrations Galore Operating Abroad," points up the many problems for commercial users of TV and other media in Europe. In one country, much of the TV time is bought up by speculators who then resell it at a profit. In another country, the commercial TV time is so limited and the advertiser waiting list so long that a new company must wait years for an availability.



Darwin Eugene Stolte, new U.S. Feed Grains Council specialist in the development, modernizing and expansion of commercial feed usage in Europe. Mr. Stolte comes to the Council from Seneca Farms, Inc., in Pennsylvania, where he was Executive Vice President of Operations. He was previously Director of Feed Services for the Grain and Feed Dealers' National Association.

NRA MARKETING CONFERENCE

The National Renderers Association is planning expanded activities in Europe and Japan in promotion of American rendered products, reported Executive Director Dean A. Specht at a recent Chicago marketing plans conference of the NRA officers and overseas directors.

Alexander Boggio, NRA European Director with headquarters in Rome, reported that the Association's major educational-promotional effort in Europe would be in the low-cost energy and proteins program. Emphasis will also be placed upon greater use of fats in milk replacers, and upon wider use of tallow-based soap and tallow derivatives. Plans call for NRA participation in a number of trade exhibits and seminars in Madrid, Paris and other European capitals, and in key feeding trials and other research.

James Y. Iso, NRA Far East Director with offices in Tokyo, reported a similarly broad program for promoting greater use of American renderers' products in Japan and other Asian countries. An intensive nationwide soap promotion campaign will be conducted in cooperation with the All-Japan Soap Association, with a nine-member Japanese study team scheduled to visit U.S. rendering plants on behalf of that country's industrial users of inedible tallow. An important part of the NRA promotional effort in the coming year will utilize special surveys and feeding trials, including increased effort on meat and bone meal and feather meal. Preliminary developmental and service pro-

grams will also be initiated in the Philippines, Korea, Hong Kong, and Taiwan, with a soap promotion campaign scheduled in cooperation with the Taiwan Soap Association.



The National Renderers Association held a meeting in Chicago to work out their marketing plans for the new year. Shown (Left to Right) are Alexander Boggio, European Director, Rome; Dean A. Specht, Executive Director; and James Y. Iso, Far East Director, Tokyo.

PIGGY-BACK POULTRY BEING RESEARCHED

The first export shipment of U.S. poultry in a refrigerated container van arrived in Germany early this month as part of a USDA research study to determine what economies this method of shipment may offer U.S. exporters. The Institute of American Poultry Industries is cooperating in the study.

Peter Pohl of the Institute's Frankfurt office and representatives of USDA's Agricultural Research Service met the shipment at the dock in Bremen. The shipment appeared to be in perfect condition. It will be compared with a

shipment from the same plant made in the conventional way which arrived at approximately the same time.

The researchers are particularly interested in determining what type of packaging is needed when the product is shipped in a container, compared to that needed when it is handled in the usual way.

The container vans are loaded and sealed at the plant and are not opened again until they reach the overseas customer or the customs inspector of the country where the poultry is finally delivered.

The containers are delivered to the pier by truck or piggy-back rail, lifted off and put on board ship by crane. Each container has its own refrigeration unit. This unit uses propane on the road and electricity on board ship. Temperatures are monitored every four hours. On arrival overseas, the container is lifted off the ship by crane and set on running gear for delivery to the customer by truck. The shipment, which includes chicken parts, turkeys, turkey parts and some other poultry processed products, was loaded at Rockingham Poultry Marketing Co-operative at Broadway, Va. Other such shipments are scheduled to follow.

STATE GROUPS TO HAVE EXHIBITS AT IKOFA FAIR

The FAS International Trade Fairs Division is offering a plan for state participation in the U.S. food products exhibit at the IKOFA (International Exhibition of Groceries and Fine Foods), Munich, West Germany, September 17-

25. As this went to press, eight states—New York, New Jersey, Maine, Nebraska, Illinois, Michigan, Louisiana and Minnesota—will be participating.

The space set aside for the state exhibits will provide for modular booths 12 X 8 feet, situated conveniently for contact with the public which will be leased to official state groups at cost. Each booth will be decorated at the state's expense with a display of food and agricultural products indigenous to the state. This will serve as a business information center for a designated representative of the state. The exhibit will provide public exposure for general promotion of each state's products. Individual firms will continue to exhibit in the private trade area.

The pilot program is in response to the growing interest of state groups in agricultural trade and participation in international trade fairs. In the past, participation has been limited largely to the efforts of the state groups in gaining the support of agricultural producer organizations and of the food processing companies. Official state groups now have an opportunity for more direct promotion of state-identified products in overseas markets in combination with the individual efforts of the states food manufacturers and agricultural organizations.

The U.S. IKOFA exhibit will provide the usual public area to demonstrate and display agricultural products or commodities represented by cooperating U.S. commodity groups. A trade only area with display facilities for private firms selling processed foods will be open to businessmen attending the IKOFA exhibition.



HERE and THERE

Julian Rodriguez Adame, President of the recently formed International Cotton Institute, is optimistic about the future of cotton in world markets. He says, "The man-made fibers have made their gains primarily through research and promotion. There is no mystery about these techniques; no monopoly in their use. Cotton will take the positive approach and employ these techniques of the modern age to solve its problems in the modern way by building its markets".

Great Plains Wheat entertained a three-man team of Japanese government officials and a five-man West German trade team last month. Stops were made at country elevators, grain loading facilities, grain laboratories, the GPW office in Kansas City, and USDA in Washington.

Alan Hunt is the new director of the Wheat Associates New Delhi office. He replaces Dale B. Douglas who has accepted a position with FAS. Hunt was formerly Assistant Supervisor, Agricultural Marketing Division, Washington State Department of Agriculture. Western Wheat has also announced the appointment of Tom Templeton as assistant marketing director in Japan. Tom is a Spokane radio and TV farm news director with an agricultural background and experience in promotion of agricultural products.

Mexico is among the countries increasing its agricultural exports. According to Business Week, Mexico exported about \$400 million worth of food products last year and anticipates further export gains in future years. Fresh and frozen strawberries and tomato paste are now among the leading Mexican food exports.

The Feed Grains Council Rome office has published an attractive handout for its customers in Italy. The booklet gives results of feeding experiments and outlines possibilities for the continued growth of the Italian livestock industry.

Baking technology, reports Fred Schneider, Southeast Asia Director, Wheat Associates, is making real progress in the Philippines. Several of the leading Filipino flour mills are conducting short courses for bakers. School bakeries with WA encouragement are being opened in many parts of the country.

The Tokyo police were included in the New Year's promotion for U.S. poultry. The Institute of American Poultry Industries prepared 700 chicken lunch boxes and presented them to the Tokyo Metropolitan police patrol force for use by policemen who had to be on duty while most other citizens celebrated. Considerable publicity for American poultry resulted.

